GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:3794
ANSWERED ON:21.04.2008
PUBLICITY AND EXTENSION WORK IN AGRICULTURE
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Will the Minister of AGRICULTURE be pleased to state:

(a) the details of funds allocated for publicity and extension work of Agriculture Ministry in the Eleventh Plan Period;

(b) the amount of funds proposed to be used in the North Eastern Region, year-wise; and

(c) the amount of funds proposed to be used for electronic media and print media?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE(SHRI KANTI LAL BHURIA)

(a): The allocation of funds in respect of the publicity and extension work in Ministry of Agriculture for eleventh Plan period is yet to be decided. However, the scheme-wise allocations decided so far for publicity and extension work during 2007-08 and 2008-09 is given below:-

Scheme	Allocations (Rs. in crore) 2007-08	2008-09
Support to State Extension Programmes for Extension Reforms	230.00	298.00
Mass Media Support to Agricultural Extension	84.00	87.00
Establishment of Agri-Clinics & Agri-Business Centres	22.00	10.00
Extension Support to Central Institutions	8.75	7.23
National Food Security Mission (NFSM)	25.98	50.00
National Bamboo Mission	0.21	-
Publicity and Public Relation Scheme of ICAR	1.50	0.85

(b): Ten percent of the total allocations are proposed to be used in North-Eastern Regions. However,allocation shown under Bamboo Mission pertains exclusively for North-Eastern region.

(c): The allocations under the Scheme, "Mass Media Support to Agricultural Extension" are utilized for producing and broadcasting agricultural programmes on various FM Stations of All India Radio and National/Regional Kendras & Narrow Casting Centres of

Doordarshan.Fifty percent of the allocations under publicity and public relations scheme of Indian Council of Agricultural Research (ICAR) proposed to be used for electronic and print media.The Scheme 'Support to State Extension Programmes for Extension Reforms' also provides earmarked allocations of Rs.0.40 lakh per block and Rs.1.00 lakh per district respectively for print and electronic mode of information dissemination.The funds earmarked for publicity and extension under NFSM are proposed to be utilized both for electronic and print media.